

REPORT ON RADIO STATION

COLLAGE

ADDRESS

Prepared especially for the Teletype Newsmachine Service of the
EASTERN STATES RADIO CORPORATION

34 Amity Street
Amherst, Mass.

545 Fifth Avenue
New York, N. Y.

Date Sent: JAN 14 1951

Date Received:

Location of program as follows:
Radio station
Advertising sales
Commercial Gov. preparation
Scheduling program
Actual production technique
Technical advice
Faculty & administration advice

Do you have any news broadcasts?

If you have a news machine, indicate what kind: (A, U, B)

If no machine, please indicate how you get the news and the number of minutes of news per day:

Do you have recording facilities? Describe:

Do you have any other facilities? If yes:

12-7

Do you have any special equipment at this time? List:

QUALITY MIMED

U.S.A.

REPORT ON

ST. 100

ST. 100

Respectfully, for the purpose of the

UNITED STATES RADIO

ST. 100

ST. 100

ST. 100

ST. 100

ST. 100

ST. 100

123

Address: _____
(city & state)
Watts: _____ Frequency: _____

Enrollment: Men: _____ Women: _____
() Co-ed. If yes, check!

Coverage of campus: _____

Men: _____% Women: _____%

Administration and faculty: _____%

Number of town residents able to hear the
station: _____

Mailing address of Radio Station:

Phone: _____

Staff: Number of students and faculty working on station: _____ men

LIST BELOW THE POSITION (not proper name) ON YOUR
STAFF WHO IS CONTACTED FOR THE FOLLOWING: (e.g.,
Bus. Mgr, Program Manager, Station Manager, etc.) _____ women

Station Affairs - head of station
Promotion of programs to listeners
Public relations
Advertising sales
Commercial Copy, preparation
Scheduling programs
Actual production; technique
Technical advice
Faculty & Administration advisor

Do you have any news broadcasts?

If you have a news machine, indicate what kind: (AP, UP, INS)

If no machine, please indicate how you get the news and the number of
minutes of news per day:

Do you have recording facilities: Describe!

Network affiliations, if any: IBS?

Do you have any NATIONAL ADVERTISING at this time? List

Do you have a National Advertising Representative? Who?

Do you desire an National Advertising?

Name of campus newspaper:

Do you have a column or do you get articles about improvements in facilities in the newspaper: () Yes () No

Campus Circulation _____ Mailing Circulation _____

How often is it published? _____

WHAT NATIONAL TIME ZONE ARE YOU IN?

List number of 60 sec., 30 sec., 20 sec. spot announcements you have:
Sun. Mon. Tues. Wed. Thurs. Fri. Sat.

60 sec.:

30 sec.:

20 sec.:

List any advertising which is unacceptable for broadcasting. It is assumed that there will be no liquor, beer, or wine advertising.

Have you any plans for increasing coverage of your station. Explain as well as possible:

Facilities of station: (owned by the station or available for its use)

Newsprinter:

33

45

78

Record Library: Popular

Classical:

Mimeograph or duplicating facilities:

Filing facilities: (i.e., do you keep day to day script files, etc.)

Number of studios:

Piano:

Newsroom:

Music Room (library):

Program or production room:

Business Office:

Western Union Timing:

Is the radio station a recognized organization on campus:

How is your revenue obtained: (e.g., advertising, Student Gov't tax, membership dues, etc.)

Give below the mailing address to which correspondence from the EASTERN STATES RADIO CORPORATION can be addressed:

PROGRAM DEPARTMENT:

Directions: Fill in the program schedule as well as possible. Fill in the length of the breaks between programs, i.e., 20 sec., 60 sec., etc. Abbreviate where necessary.

Key: L = live
 dj = disc jockey
 C = classical music
 S = sports

Time	SUNDAY	MONDAY	TUESDAY
6:00-6:30			
6:30-7:00			
7:00-7:15			
7:15-7:30			
7:30-7:45			
7:45-8:00			
8:00-8:15			
8:15-8:30			
8:30-8:45			
8:45-9:00			
9:00-9:15			
9:15-9:30			
9:30-9:45			
9:45-10:00			
10:00-10:15			
10:15-10:30			
10:30-10:45			
10:45-11:00			
11:00-11:30			
11:30-12:00			
12:00 →			
(a.m.)			
6:00 →			

AM

P.M.

Time	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00 - 6:30				
6:30 - 7:00				
7:00 - 7:15				
7:15 - 7:30				
7:30 - 7:45				
7:45 - 8:00				
8:00 - 8:15				
8:15 - 8:30				
8:30 - 8:45				
8:45 - 9:00				
9:00 - 9:15				
9:15 - 9:30				
9:30 - 9:45				
9:45 - 10:00				
10:00 - 10:15				
10:15 - 10:30				
10:30 - 10:45				
10:45 - 11:00				
11:00 - 11:30				
11:30 - 12:00				
12:00 →				
AM				
6:00 →				

BUSINESS DEPARTMENT:

NATIONAL ADVERTISING

Directions: Please fill in the following figures for your NATIONAL advertising rates. Please give the lowest rate which is subject to 15% Advertising Agency fee and 15% of spot for Station Representative fee. If your frequency discounts are different, fill in amounts according to your frequency distribution.

periods length	1 per.	6 per.	12 per.	36 per.	48 per.	72 per.
60 min.						
30 min.						
15 min.						
5 min.						
SPOTS:						
60 sec.						
30 sec.						
20 sec.						

All commercial commitments will be in accord with the regulations set up by the National Association of Broadcasters. No. liquor, beer, or wine advertising will be accepted!

Please list any products that are considered by your station as unacceptable for advertising, but which are heard on commercial stations - i.e., cigarettes.

TECHNICAL DATA:

- (1) Frequency:
- (2) Watts:
- (3) Approximate frequency response of signal:
- (4) Are you operating as a carrier current station or
as a standard broadcast station?
() Carrier Current () Standard Broadcast
- (5) Do you have Western Union Timing? () YES () NO

* * * * *

Equipment:

MICROPHONES : Quantity:
 Type:
 Manufacturer's Design

TURNTABLES : Quantity:
 Speeds:
 Diameter:
 Manufacturer's Design:

PICK-UP ARMS : Quantity:
 Length of Arm:
 Manufacturer's Design:

REMOTE FACILITIES : (list)

LIST ANY OTHER FACILITIES THAT ARE IMPORTANT OR A FEATURE IN YOUR
RADIO STATION TECHNICAL SET-UP:

FACILITIES AND STATION LAYOUT

Directions: Please draw a rough sketch of your physical layout, labeling studios, control room, music room, news room, etc. If your whole set-up is in one room, please indicate a rough floor plan of the room.

If no number
 session, cross
 out the whole
 month, etc.

Place a heavy line through all the days
 numbered below that your station will NOT be
 on the air. From this we will be able to figure
 a schedule of days you will be able to broadcast,
 and some substitute days which you will be able
 to "make-good" any broadcasts that you might miss.

February, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

March, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

April, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

May, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

June, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

July, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

August, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

September, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

October, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

November, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

December, 1951

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

January, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

February, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

March, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

April, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

May, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

June, 1952

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

